

PART ONE: SPEECH MAKING

- I. Listening: The First Step to Speaking
- II. Preparation and Planning

*Fail to prepare; prepare to fail.
Where in the world do I begin?*

A. Set Your Objective

Before you start a journey you need to know in which direction you are headed.

What is my destination? Why am I speaking? What do I want to achieve?

1. Choose a topic
 - 1) Prayer
 - 2) Library Catalogues and indexes are good sources
 - 3) Brainstorming
 - 4) WHAT ARE THE NEEDS?
2. Choose a General Objective
 - To inform/teach/train
 - To stimulate/motivate/inspire
 - To persuade/convince/sell
 - To explore/debate/negotiate/
 - To amuse/entertain
3. Determine your Specific Purpose
 - Narrow to one central specific theme.*
 - 1) Must be specific, achievable, and written down.
 - 2) Often you will combine more than one of the general objectives.

Never leave off prayer and seeking direction from the Lord no matter what the venue.

4. Determine your Desired Responses
 - a. Identify exactly what you want to achieve and how you will measure success.

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- b. What do I want the outcome to be? Where is the action?

Your objective must answer the question:

B. Research Your Audience

1. Ask _____
 - 1) Who are they? To whom am I speaking?
 - 2) Why are they there?
 - 3) What do they expect?
 - 4) What do they want or need?
2. Ask Your _____
 - Who?.
 - Where?
 - When?
 - What?
 - How?
 - Duration?
 - Other Speakers?

After this step you may want to revisit your objective and adjust it some.

C. A Map of Ideas

1. This technique can be used to determine the topic as well
2. This exercise frees the mind
3. The Map of Ideas is built by' brainstorming.'

What routes would be most effective in reaching your destination?

- 1) We are taught to think in logical order
- 2) Draw a circle in the middle of a piece of paper
- 3) In the circle write down the subject of your talk
- 4) Jot down any ideas on lines radiating from the subject

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- 5) Avoid judging and curbing creativity
- 6) Building a map over several days new thoughts will appear at odd times.

D. Selection

Which paths and ideas are most suitable for your fellow travelers?

1. Look at Your Objective
Will this idea help me achieve my objective?
2. Look at Your Audience Profile
Is this thought relevant to my audience?
3. Be Very Selective
If you overload your talk with too many good points, your audience will forget all of them. (A good average of only $\frac{1}{4}$ of your talk or less will be retained by your audience after a couple days.)

You will be more effective if you choose 1 or 2 points, develop them, present supporting evidence, choose relevant Illustrations, and recap and summarize frequently.

SECTION RECAP:

In Preparation and Planning for a Speech:

1. Set Your Objective - Where am I headed? Why am I speaking?

Identify and write down your objective.

2. Research Your Audience - To whom am I speaking?

Who is going to listen?

3. Draw a Map of Ideas - What are my options?

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Be creative.

4. Select Your Ingredients - What turns will get me where I need to be?

Choose a few key points to achieve your objective.